

Welcome

ACS Community Coordinators: Successful In-reach and Outreach

Presented By
Teresa Waite, MPS and the
American Cancer Society
WWC Coordinator Team



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Introduction

- The Women's Wellness Connection (WWC), Colorado's National Breast and Cervical Cancer Early Detection Program (NCCEDP) grantee, began screening women in 1991.
- In 2009 WWC and the American Cancer Society (ACS) further developed our partnership to expand Community Coordination and improve Referral Line operations
- For the 2009-2010 FY ACS helped WWC increase screening by 14% state wide, bringing Colorado to a total of 28% of eligible women screened...almost twice the national average!



ACS Community Coordinators

- Address Screening Performance Indicators
- Distribute approved WWC media (print and radio)
- Educate community organizations about screening guidelines and resources
- Share in-reach strategies with WWC Providers
- Build, maintain, and participate in local, regional, and statewide coalitions

Out-reach

- Distribute WWC approved materials at large community events; fairs, parades, sporting.
- Partner with large area employers to have them place screening information in pay inserts, newsletters, and on their employee websites.
- Utilize local navigators or volunteers to distribute information at community health fairs and hang flyers in local “hot spots”.
- Present WWC information to non-WWC providers.
- Target informal opinion leaders.





In-reach

- Wear “Ask Me” buttons.
- Display WWC Signs in patient exam rooms
- Utilize other programs to help identify eligible women.
- Present WWC information to WWC provider staff.



Community Coordination

Local, regional and statewide coalitions

- Share WWC information with similar and complementary service providers
- Identify resources for entire continuum of cancer care
- Address problem areas and areas in need of improvement.



Expansion

- Expand CC coverage to include all Colorado counties
- 2010-2011 FY American Cancer Society will be furthering collaboration with the state to include colorectal cancer screening education.



Summary

American Cancer Society WWC Community Coordinators work statewide with WWC providers, navigators and other social services and non-profits to increase awareness among communities and healthcare professionals about the Women's Wellness Connection Program; increase breast, cervical and colon cancer screening rates, and ultimately moving Colorado residents closer to better health and the American Cancer Society's mission of eliminating cancer deaths.

Thank You

American Cancer Society
1.800.ACS.2345
www.cancer.org

Women's Wellness Connection
1.866.951.9355
www.womenswellnessconnection.org

Contact for questions or materials
Michelle Hubbard
Michelle.Hubbard@cancer.org



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